



WP 2: Communication and Information EgoPrise



WP 2 Outputs

- Communication Plan (obligatory)
- Dissemination Plan (obligatory)
- Project Logo & Corporate Design (obligatory)
- Project Homepage www.egoprise.eu (obligatory)

- 3 Digital Newsletters (annually)
- 6 Press Articles & Announcements (6-monthly)
- 3 International Project Workshops (project internally)
- 3 Public Awareness Workshops (open for externals)



Communication plan

All Projects have to prepare a communication plan to be submitted to the JTS by

May 31st, 2010

Main Responsibility: Information Manager

But: Active Input from all partners required!

Suggestion: Workshop to discuss

Communication Plan – March / April 2010

Main elements

- Aim
- Target groups
- Main key project messages
- Communication tools
- Responsibilities
- Timeframe
- Budget
- Evaluation and Indicators

Target Groups - EgoPrise

- SMEs and Administrations,
- Multiplier Organisations (Chambers, Associations)
- National Ministries, Politicians, Decision Makers

- Who else needs to be addressed?

All relevant target groups will be summarised in a Dissemination plan (with contact details, email...)

Communication tools

- Newsletters (printed/e-versions)
- Articles in press, web portals, press releases
- Public awareness conferences (in combination with Training)
- Project Website

Do you have further ideas?

Indicators

to measure the success of the project

- Common result indicators (Result: Enhanced political awareness)
- Priority specific result indicators (More service oriented public bodies)
- Additional result indicators (Reduced barriers for employment of foreign labour)

Priority and additional indicators must be defined and quantified; common indicators must only be quantified



Indicators – Examples

- Number of politicians directly involved in project activities, addresses, emailed to
- Number of open public events with politicians participation
- Number of press articles published
- Number of downloaded Newsletters at project website
- Number of jobs created...



Corporate Identity

Elements:

- Project Logo
- Website
- Letterhead (dot. file)
- Power Point Template (pot. file)

To be used for all documents related to internal and external communication in EgoPrise!!!



Proposals




Sitemap | Downloads | Imprint

- HOME
- NEWS AND PRESS
- EGOPRISE PROJECT
- PARTNERSHIP
- ACHIEVEMENTS
- SERVICE
- CONTACT
- IMPRINT





European Union
European Regional
Development Fund
Investing in your future

EgoPrise is part-financed by the
European Union (ERDF)

LATEST NEWS AND PRESS

E-government potentials are not exploited so far

E-government potentials are not exploited so far

E-government potentials are not exploited so far

E-government potentials are not exploited so far

E-government potentials are not exploited so far

E-government potentials are not exploited so far

EGOPRISE PROJEKT

The overall aim of EgoPrise is to turn public administrations in rural BSR areas to more business oriented service suppliers, to relieve SMEs from administrative burdens, improve their access to information & qualified staff and as a consequence to increase attractiveness of rural areas as places to live ... consequence to increase attractiveness of rural areas as places to live ...

WORKING PACKAGES

Lead beneficiary of the project is the Special Purpose Association eGovernment in [Mecklenburg-Vorpommern](#), 21 partners from [Germany](#), [Denmark](#), [Sweden](#), [Latvia](#), [Lithuania](#), [Estonia](#) and [Belarus](#) form the partnership. Their common goal is to improve workflows & develop interoperable e-gov. ...

EGOPRISE PROJECT

Lead beneficiary of the project is the Special Purpose Association eGovernment in [Mecklenburg-Vorpommern](#), 21 partners from [Germany](#), [Denmark](#), [Sweden](#), [Latvia](#), [Lithuania](#), [Estonia](#) and [Belarus](#) form the partnership.





- **HOME**
- **NEWS AND PRESS**
 - News (current + archive)
 - Newsletter
 - Press Review
 - Event Calendar
- **EGOPRISE PROJECT**
 - Background
 - Objectives
 - Target groups
 - Work packages
- **PARTNERSHIP**
- **ACHIEVEMENTS**
- **SERVICE**
 - Downloads
 - Picture Gallery
 - Links
- **CONTACT**
- **IMPRINT**



Requirements to Partners

What do we expect from EgoPrise partners in general in WP2?

- Inform your region about EgoPrise by different channels (newspapers, meetings etc.),
- Keep the Information Manager or LP informed about Meetings, Activities, PR activities related to EgoPrise
- Keep the project website updated
- Make sure to consider communication requirements
- Consider to document all project relevant meetings (list of participants, Agenda, minutes)
- Always use the corporate design to visualize the project relevance
- Publish info about EgoPrise on your Website (after Kick-off)
- Link your idea with the project website

Logos

On all project materials produced, the following three logos should be visible:



Reference

*“Part-financed by the European Union
(European Regional Development Fund and
European Neighbourhood and Partnership
Instrument)”*

- must be reproduced and well visible on all media financed by the project:
- website, documents (reports, invitations, etc.), publications, promotion materials, press releases, newsletters, billboards, signs, etc.

Disclaimer

“This <publication> has been produced with the assistance of the European Union (in electronic version provide link to <http://europa.eu>). The content of this publication is the sole responsibility of <name of the author/project> and can no way be taken to reflect the views of the European Union.”

This disclaimer have to be included in all publications (hard copy, e-versions)